The Status Trend and Economic Impact of Heritage Tourism in Jharkhand A Case Study of Gumla District

A Synopsis

To be submitted in Ranchi University, Ranchi

For PhD in Economics

Under the faculty of Social Sciences

(Dr. Dilip Prasad)

Supervisor

Assistant Professor

Department of Economics

B. N. Jalan college, Sisai

profdilipkoc@gmail.com

8002706804

(Akanksha Swaroop)

Research Scholar

akankshaswaroop@gmail.com

7717731188

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1. State of the art

Tourism is vital for the success of many economies around the world. There are several benefits of tourism to host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. It helps preserve cultural and natural heritage for tourists. Addition to this, it increases understanding of other cultures. It builds new facilities such as sewage for whole communities or new roads.National Tourism Policy of Department of Tourism (2002) observed that compared to many countries, India has the advantages of possessing a rich and diverse range of unique tangible and intangible cultural, natural, and man-made tourism resources, many of which are world class in quality. India's great competitive strength from tourism point of view is its ancient and yet living civilization that gave rise to four of the world's great religions and philosophies and brought travelers and trade millennia ago.The rich natural and rural landscape of India is punctuated with the built heritage of its ancient past and modern structures. India's contacts with other civilizations are reflected in the rich cultural diversity of its people through its languages, cuisines, traditions, music, dance, customs, festivals, its holistic healing traditions, art, and craft.India tourism statistics from 2016 to 2018 has marked significant rise. In terms of international tourist arrivals, rank of India went up from 50^{th} position (0.39%) in 2003 to 25^{th} position (1.22%) in 2019 and during 2021, India ranked 17^{th}, accounting for 1.54 % of global ITAs. As identified by the Tourism survey in the state of Jharkhand, Annual final report, (MINISTRY OF TOURISM, DEPARTMENT OF TOURISM, GOVERNMENT OF INDIA), a total of 104.19 lakhs visits by domestic tourists and same day tourists were made in Jharkhand at the 59 important tourist destinations. In addition, foreign tourists and same day visitors made a total of 15,557 visits to these destinations. The January – February period marked the peak in the total number of visits (July2009 to June2010). Deoghar,Dhanbad,Ramgarh, Ranchi are the districts of Jharkhand witnessing comparatively highest no. of visitors.

The tourist arrival in Jharkhand has continuously increased on average since 2007. The reason marked behind such rise in tourism is estimated to be the green lust forest and religious tourism in Jharkhand. Jharkhand Tourism Policy 2015, aimed at accelerated development tourism related infrastructure increasing employment opportunities in hand.Jharkhand Tourism Policy 2021 again focuses on elevating religious tourism, religious tourists' units will be set up in the state.Jharkhand ParyatanNiti 2022, was launched to set a new horizon for Jharkhand as a tourist place nationallyin July 2022 by Shri Hemant Soren.There are various types of tourism like leisure tourism, business tourism, ecological tourism, pilgrimage tourism, historical tourism, medical tourism, ayurveda and yoga tourism,adventure tourism, sports tourism, wildlife tourism, etc,. Heritage tourism is one of the types of tourism that has shown a gradual rise in the past decade.

Heritage tourism includes a wide variety of interests, such as historical landmarks, architectural styles, religious locations, and natural, industrial, and military history. Heritage tourism provides singular and educational travel experience by examining these various facets of a place's past. It includes various material objects associated with historic buildings, monuments, archaeological ruins and movable objects such as antique collections, handicrafts and arts. There are three types of heritage in India:

Cultural World Heritage Sites: These include temples, forts,caves, etc.

Natural World Heritage Sites: They include rainforests, parks and ghats.

Mixed World Heritage Sites: They include both cultural and natural elements at the same location.

Cultural heritage tourism includes visits to a locale that is termed as historic, natural and cultural. It helps preserve the cultural heritage, with culture as instrument, facilitating harmony andunderstanding among people, supporting culture and helping renew tourism by contributing in commercial activities and employment.

There are 40 World Heritage Sites located in India. India has the sixth largest number of sites in the world. At present, Maharashtra has a total of 5 UNESCO World Heritage Sites and this number is the highest among all states and UTs in India. In India, travel & tourism sector contributed around 5.8% to the total GDP in 2021, which amounted to 13 billion Indian rupees, and an increase of nearly 44% compared to the previous year. In 2022, Uttar Pradesh, happened to be the state with the highest domestic tourists with over 317 million tourist visits. Overall, the country accounted for over 1,467 million domestic tourism visits the same year (retrieved on 10/02 / 2024). Tamil Nadu and Rajasthan are the states who have witnessed rise in income from heritage tourism.

Among the 28 states in India,Jharkhand is also one of the states that has witnessed a distinguished rise in the tourist arrivals over the years. Jharkhand has few popular heritage sites among which few that have witnessed rise in tourist arrivals and few which is not engaged with a lot of tourist arrivals as for lack of information about the site.Jharkhand is a fascinating state with its rich forests, beautiful waterfalls, excellent handicrafts, extensive water bodies, appealing wildlife, mesmerizing dances, and, above all, hospitable and peaceful people. It is an ideal tourist destination because of its abundant biodiversity, mild climate, rich cultural and historical significance, sites of worship, and ethnic variety. The Jharkhand Tourism Policy 2021 has been launched in July 23, 2022 in New Delhi by Chief Minister Shri Hemant Soren offeringa plethora of fiscal incentives for investors. The new policy aims to revive, reinvent, and revamp the state's tourism sector to give the world a new perspective and dimension to the state of Jharkhand. The goal is to enable the world to see Jharkhand from a point of view of attraction instead of extraction.

The State's tourism policy strives to attract investors and push Jharkhand as one of the most popular travel destinations for both domestic and international tourists. The new policy aims to ensure the efficient and swift development of tourism-related infrastructure generating employment opportunities, enhancing state's resources, and increasing economic growth and development, to boost tourism's contributions and raise the state's net state domestic product (NSDP).

Jharkhand's economy is estimated to grow at 8.8 per cent in this fiscal, as per the Economic Survey released on March 2. It said the Gross State Domestic Product (GSDP) contracted by 4.7 per cent from FY 20 to FY 21, i.e., from Rs 2.38 lakh crore to Rs 2.27 lakh crore (both provisional data). The Survey estimated the GSDP at Rs 2.47 lakh crore in FY 22 (the current financial year) and estimated it to reach Rs 2.62 lakh crore at 6.15 per cent the next fiscal. The GDP measures the 'economic activity from the demand side by looking at the expenditures made by different sections of the society.'

The Jharkhand government announced a slew of fiscal incentives for those willing to invest in developing tourism facilities, including hotels and resorts, amusement parks, ropeways and adventure sports, to give a boost to the sector and attract tourists to the state. The incentives were announced in the recently-unveiled state tourism policy, which aims to make Jharkhand a "must-visit destination" by tapping its unexplored potential.

"Fiscal incentives are to be provided for the promotion of tourism in Jharkhand... To provide incentives for increasing the competitive attraction of Jharkhand as compared to other states... All the fiscal incentives shall be routed through the Single Window System of Department of Industries," the policy mentioned.

https://economictimes.indiatimes.com/news/economy/policy/jharkhand (retrieved on 22Jan2024)

YEAR FOREIGN TOURIST DOMESTIC TOURIST TOTAL TOURIST FLOW

Table No. 01: Foreign and Domestic Tourist Flow in Jharkhand from 2007 to 2014

YEAR	FOREIGN TOURIST	DOMESTIC TOURIST	TOTAL TOURIST FLOW
2007	4004	4906394	4910398
2008	5803	6030028	6035831
2009	13872	7610160	7624032
2010	15695	6885273	6900968
2011	72467	10796286	10868753

2012	31909	20421016	20452925
2013	45995	20511160	20557155
2014	154731	33427144	33581875

Source: Ministry of Tourism, Government of India (retrieve on 20/01/2024)

Table No. 1.reveals that the tourist arrival in Jharkhand has continuously increased on an average since 2007. The reason behind such a rise in tourists may be the green lust forest and religious tourism in Jharkhand. May be the other reason is the ample opportunities for business expansion in new Jharkhand.

Jharkhand is in the eastern part of India, bordering the states of Bihar in north, West Bengal in east, Odisha in south and Chhattisgarh in West. Jharkhand is divided into five Administrative Divisions namely South Chhotanagpur, North Chhotanagpur, Kolhan, Palamu and SanthalPargana. South Chhotanagpur division comprises the following districts: Gumla, district, Khunti district, Lohardaga district, Ranchi district and Simdega district.

Gumla is a popular district of Jharkhand state, rich in heritage, greenery, and religious sites. The gradual rise in Gumla has brought an interest in this research. This research will be done in the respective blocks of the heritage of the Gumla district to check the Impact on Income, Employment, Foreign exchange earnings, Contribution to Govt. revenue, Contribution to local economy, Development of private Sector, Infrastructural Development, Investment. Gumla endowed with cultural heritages which would be the study area of this research.

Tourist's attractions inGumla district are:

- Sugriva Gufa-Sugriva Gufa holds many historic and spiritual stories. Thisis inPalkot block of the district.

- Anjan - Small village about 18 km away from Gumla. The name of the village has been derived from the name of goddess Anjani, mother of Hanuman. Many objects of archeological importance obtained from this place has been placed at Patna Museum. It is believed to be the birthplace of Lord Hanuman. The cave at AnjanDham has a temple that enshrines an idol of Devi Anjani with Lord Hanuman in her lap.

  Many objects of archaeological importance have been found in this siteare placed at Patna Museum.

- HapamuniMahamaya temple- The ancient village Mahamaya temple that is the identity of this village situated in Ghaghra block.HapamuniMahamaya temple traces its origin to 11th century. It also has some ancient rock sculpture in front of temple dating to that period. Moreover, with the arrival of Hapamuniagro tech, the village economy has reached new dimensions.

- Nagfeni - It is known for the Jagannath temple and there is a big rock in the shape of snake 'Nag'.
- Navratangarh- It was the seat of old Nagvanshi kings located in Sisai block of the district.Doisagarh (Navratangarh) was one of the capitals of the Nagvanshi dynasty. The fort is in Sisai block and has historic significance.
- Tanginath - TanginathDhamis inGumla'sDumri block. Several devotees during the month of Shravan come to shrine which goes back to 7th or 9th Century AD.Tanginath has several architectural heritages remains since the ancient era.

basdevkona This one ancient shiva temple located at 22 kmfrom Gumla. And it lies in Raidih block.

Regional development is imperative for achieving the goals of national development. This research will help in boosting and enhancing the upliftment of the region and bridge the gap between the rich and poor sections of Jharkhand and help overall development of the state by developing tourism which in turn will bring significant growth in the employment, poverty eradication, growth of market and industrial sector.

There is immense literature on various aspects of Tourism, Travel and hospitality being a part of it. A few important of these have been categorically presented below.

(Kramrisch, 1976) focused on the architecture of the Hindu temples in Jharkhand to gather information about their historical and religious significance.

(Manyara& Jones, 2007) in his study concerned the empirical relationship between tourism sector expansion and economic growth in Indian states are only a few.Pani (2008) assessed the role of tourism in the economy of Odisha and outlined reasons for the backward state of tourism sector and also suggested certain measures in improving the scenario.

(Pathak and Kumar, 2008) in a study found that very limited information about tourism in Jharkhand is available through the official website of Jharkhand government which lessens to a certain extent especially international tourist visits to the state.

(Prasad, 2008-09) contended that development of tourism is essential for socio-economic improvement of Jharkhand. Tourism earns money and creates job opportunities and also alleviates poverty. And, in this paper he argued in favor of eco-tourism as an important means of sustainable development of the state.

(Singh and Pathak, 2009) opined that tourism is one of the key sectors of economic growth and development of Jharkhand, both from the point of view of income and employment generation as well as a source of revenue. Thus, the paper suggests that the government of Jharkhand should aggressively promote tourism in the state.

(Kreishan, 2010) examines the causality relations between tourism earnings and economic growth for Jordan, using annual data covering the period 1970-2009. The findings of the study showed that there is a positive relationship between tourism development and economic development in the long run. Moreover, the Granger causality test results revealed the presence of unidirectional causality from tourism earnings to economic growth.

(Parida, 2011) made a strategic approach of tourism development in Arunachal Pradesh and suggests that tourism infrastructure like accommodation, transportation and air connectivity is vital in the tourism industry and important i8ssue to be addressed while formulating strategies to exploit opportunities and potential of tourism in the state.

(Jayswal, 2011) in his study well recognized tourism as an instrument of economic development and employment generation, particularly in remote and backward areas. He also in his study recognized that the great barrier to the growth of Jharkhand is Naxalism and concluded that tourism can play a vital role in efficiently utilizing the resources and can be developed as an instrument for the eradication of Naxalism in Jharkhand. Tourism can be positioned as a major engine of economic growth, poverty elimination, job creation and eliminating extremists.

(Das, 2012) attempted to evaluate the contribution of tourism industry in eight states of North-East Regions of India and found that both domestic and foreign tourist inflows significantly contributed to the Net State Domestic Product.

(Hazra and Sengupta, 2012) suggests that maximum development of people and utilization of resources as tourism product can attract the government to the socio-economic profit of Jharkhand.

(Mishra and Rout, 2013) evaluated the role of tourism in Jharkhand as an engine of economic growth of the state, by selecting three variables, viz., Net State Domestic Product at Constant Prices (NSDP), Number Tourist Visits in one financial year (DTV), and Number of Foreign Tourist Visits in one financial year (FTV) and concluded on the basis econometric analysis, that tourism can be considered as the engine of economic growth of Jharkhand.

(Jaswal, 2014) discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed at the change in the attitude and behavior toward foreign tourists by stressing on aspect that a guest has been held in high esteem in India since ancient times. He examines the impact of India's economic growth on tourism, contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. He discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. He also in his paper has explored the tremendous growth in India because of the policies of the government and support from all levels. Indian tourism offers a potpourri of different cultures, traditions,

festivals, and places of interests. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer a wide variety of interesting places to visit.

(Rehman, 2014) focused on the trend of tourism development and Bihar State Tourism Development Corporation. He analyzed the tourism growth during 2000 to 2010 and highlights the trend and effectiveness of marketing strategies after implementation of tourism policy in 2002.He said that the state tourism policy 2002 &marketing strategy worked well to diversify the image of the state from pilgrimage to leisure destinations.

(Mir, 2014) exposes the economicviability of the Indian tourism industry by employing secondary data taken from various national and international reports, journals, books magazines and the pertinent literature of this discipline. Tourism is an important catalyst in the socio-economic development of both rural and urban areas in the last two decades, contributing in several ways and strengthening the interconnected processes. The tourism industry has potential to strengthen inclusive economic development. It is a limitless industry with immense growth potential having clear remarkable positive impact on economic and social aspects of Indian economy.

(Petrevska, 2014) in his paper aimed two-folded: firstly, theoretically to examine the determinants of tourism contribution, and then secondly, empirically to test the most profound factors that have influence on tourism development in Macdonia. Moreover, the study attempts to discover the relationship and the level of significance of several variables representing tourism contribution. For the purpose, that purpose, regression makes estimations by the OLS method, with data set covering 1993-2012. The research findings reveal that some determinants exerted economically important influence on Macedonian economy, by showing elasticity. Particularly, the results show that foreign tourist arrival is an influencing element, crucial for further tourism development, thus supporting the national economy.

2. Problems to be investigated.

This research will be conducted by collecting datafrom primary and secondary sources of this heritage site.

The slow growth in tourism can be attributed to lack of management, lack of proper advertising and marketing strategies, cleanliness, infrastructure, technology, safety and security of hygiene and sanitation, proper maintenance of government initiative programs to promote tourism and lack of skilled hospitality person etc., which refrain people from different regions to come to these heritages, despite of growing expenditure on the various goods and services related to this sector. The performanceof the tourism industry has not increased proportionately.

The evidence that it holds will be collected from the study of various books and journals. The problem will be addressed by personally visiting the site and interacting with the localities and questionnaire with the informants who have been the ancestral residents in the nearby location.

Hence, there is need for comprehensive assessment of the status and trend of tourism in Gumla district and comparative assessment of tourism promoting factors and most importantly the impact of tourism in the economy of Jharkhand.There is also a need for comprehensive assessment of the role of tourism on infrastructure and employment generation.

This research will be conducted to check the effect of tourist arrivals on the economy of Jharkhand with special reference to Gumla district.

The research work will be carried out at the heritage sites that have a popular attribute of Indian historic culture with a long history.

In addition to this, religious and Cultural heritage tourism is the substructure of society in India and order of development objectives. It establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument, it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

The research will therefore reveal the effect of heritage tourism on the economy of Jharkhand.

Further investigation is needed as the site reveals a heritage which shall not remain hidden for the sake of unawareness.

3. Objectives of the investigation and motivation

i) To study and highlight the present status of heritage tourism in Jharkhand with special emphasis on Gumla.
ii) To study the trend of tourist arrival in Gumla in heritage sites in thelast decade.
iii) To study the impact of tourist arrival on the economic growth (employment generation, income) in Gumla district.
iv) To study the challenges in the development of the tourism sector in Jharkhand with special emphasis to Gumla district.
v) To make suggestions to sustain the natural and cultural assets of the respective sites in Gumla, Jharkhand.

4. Research Hypothesis or Research Questions

To fulfill the above objectives, the followinghypothesis will beframed.

i) There is no significant impact of number of Tourist arrival in the heritage sites (Y) on employment generation in the respective site in Gumla (X1).

ii) There is no significant impact of number of Tourist arrival in the heritage sites (Y) on the income levelin the respective site in Gumla(X2).

H0: There is no significant impact of number of tourist arrival in the heritage sites on employment generation in the respective site in Gumla.

H1: There is significant impact of number of tourist arrival in the heritage sites on employment generation in the respective site in Gumla.

H0: There is no significant impact of the number of tourist arrival in the heritage sites on income level in the respective site in Gumla.

H1: There is significant impact of number of tourist arrival in the heritage sites on income levelin the respective site in Gumla.

Research Questions

Q1. What is the present status of heritage tourism in the respective site?

Q2. What is the trend of tourist arrival in the respective site?

Q3. What is the access to visit the respective site from the district headquarter Gumla?

Q4. Has the employment been generated in the respective site?

Q3. What change has been experienced in the level of income in the respective site?

Q5. What are the challenges faced in the development of tourism sector in the respective site?

Q6. What are the suggestions to sustain these natural and cultural assets of Jharkhand in the respective site?

5. Research Design and Methodology

Types of Research: This proposed research will be undertaken as descriptive and exploratory in nature.

Data collection: The proposed research will be based on primary and secondary data collection. The data will be collected from different secondary sources.

In the descriptive part of the study, descriptive statistics will be used to describe the status and trend of Gumla tourism industry in the state context. It will also describe the status and trend of heritage tourism in Jharkhand with special focus on Gumla. This will also help in the study of the factors promoting tourism like transport infrastructure, tourist service infrastructure, the natural and cultural resources of the region, the problems in the growth of the tourist arrivals, and the socio-economic impact on the lives of people involved in tourism in Gumla district.

To describe the impact of growth of tourism on economic variables like contribution to employment generation, inferential statistics will be used. Inferential statistics will also attempt to establish the association between the growth of the tourism industry and the factors influenced by tourism industry.

Selection of Variable: Sample respondents will be the unit of study. Out of 12 blocks in Gumla district, 5 blocks will be purposively selected as heritage site exists in the above blocks. The informants from each block will be selected through random sampling. They would be the residents surrounding the sites.

6. Sources of data and tools to be used in collection of data

6.1 Source of data

Primary and secondary data will be used.

Primary Sources:

The research will be carried out with the help of questionnaires and personal interviews from the informants of the blocks of each heritage site.

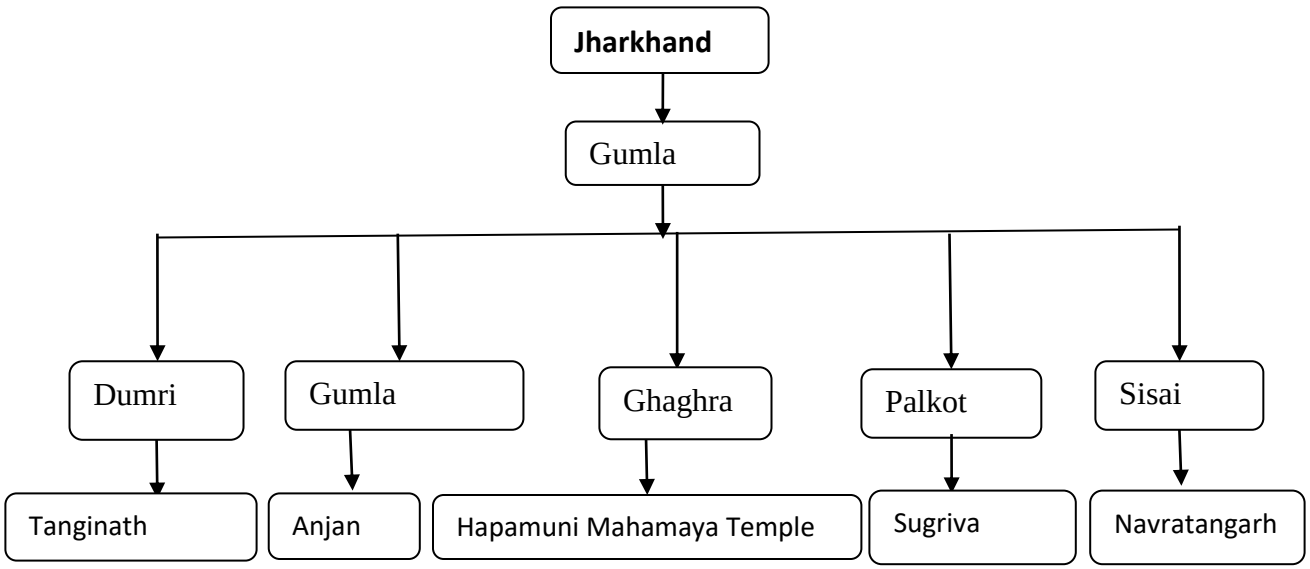
The research work will be completed based ona sample survey of the study area. A sample survey will be conducted to testify to the facts and accordingly plans will be suggested for the development of the region.

Secondary Sources

The secondary sources of data include books and journals, etc.

6.2 Size of sample

The research is to be conducted in 200 households approx., collected through purposive sampling and informants further are selected through random sampling further, 40 informants are selected from the respective heritage sites.



7. Analysis of data

The no. of tourist arrivals with special reference to Gumla district is independent variable (Y).

Employment level is dependent variable (X1).

The income level is dependent variable (X2).

The following tools and techniques will be adopted in the collection of data and its analysis.

Different statistical methods and techniqueswill be used for exact interpretation of data collected.

(1) Descriptive analysis
The statistical tools used will be table, percentage, mean bar diagram, multiple bar chart, correlation, regression.

(2) Inferential analysis

The research will be carried out using a suitable test to test the hypothesis.

The study mainly addresses unbiased regional development and planning, based on different identified indicators. Thus, this study is both qualitative and quantitative in nature.

8. Significance of the study

The importance of tourism development cannot be denied on account of existing underdevelopment of the tourism sector across the district. The entire Gumla district is endowed with rich culture and heritage. The proportion between the actual revenue collection from tourism development and the estimated revenue collection must be taken care of including the various economic activities dependent directly or indirectly.

9.Its relevance to the present-day problem and need to the society

The proposed topic of research will highlight the issue of regional imbalance and disparity. Consecutively, it will also suggest plans for poverty eradication, employment generation, market, and industrial development by the development of tourism sector. As such it will contribute towards both regional and state development. Regional development is imperative for achieving the goals of national development. The present research will help in boosting and enhancing the upliftment of a developing state like Jharkhand. Development of this region will of course bridge the gap among the divisions of Jharkhand and help overall development of the state by developing tourism which in turn will bring significant growth in the employment, poverty eradication, market, and industrial sector.

Tourism development in the regional planning and development is an urgent need for the development of a nation. The potential of any region depends upon effective and efficient planning and optimal utilization of the resources. In context to Gumla district, the objective can be carried out by studying the problems and accordingly providing and framing proper plans and implementing them. A quantitative approach will be adopted for holistic development.

Need to the society

There may be a need for further analysis in some specific areas. These areas can be explored in future studies by scholars and government agencies. Based on this study future course of action can be framed and solution to many other even to the chronic problems can be worked out, for which the present study will helping to assess various dynamics of regional development and prosper the region in terms of better livelihood in the coming years. This study will provide an examination of different aspects of development.

10. Contribution to the existing knowledge

The research adds to the clarity of the tourist arrivals in the research area. The research also highlights the problems faced by the no. of tourist arrivals. The research is also an attempt to reflect the major influencing factors to the tourism industry in the research area. The study highlights the present status and trend of tourism in Jharkhand and factors promoting the tourism industry in Jharkhand with special emphasis on Gumla.

Jharkhand tourism has vast potential for generating employment and earning large sums of foreign exchange. Yet, there are many other connectivity inefficienciesthat need to be improved that will be studied which would further add to the richness and attractions for the tourists.

11. Future Work

This research is based on recall method. The data collected includes two years of the lockdown period due to covid-19. The study has been carried out taking the sample size of 200 of which 40has been selected from each of the heritage sites which again bring lack of accuracy. The sample has been drawn through purposive sampling.

Problems like the lack of development of Tourism sector, Tourism friend formation, hospitality, communication system, and connectivity will be highlighted to focus and find whether heritage tourism in Gumla district has any impact on the economy of Jharkhand.

12.Tentative Chapters

Chapter I - Introduction

Chapter 2 - Overview of literature and methodology

Chapter 3 - Introduction and Area of Study

3.1 - Status of Tourism in Jharkhand in the national context.

3.2 - Status of Tourism in Gumla in the state context.

3.3 - Economic status of the respondents in the study area.

3.4 - Factors promoting growth of Tourism in Gumla.

Chapter 4- Data analysis.

Chapter 5 - Major problems and issues in growth of Tourism in Gumla.

Chapter 6 - Conclusion / suggestions

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